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IN THE CLAIMS

1-20. (Withdrawn).

21. (Previously amended) A method for providing at least one offers of an item, the item including at least one of a good and a service, utilizing an electronic communications device enabling communication between an offeror and a user of the electronic communications device, comprising the steps of:

establishing communication via the electronic communications device between the offeror and the user to enable the user at least to initiate a primary transaction therebetween,

obtaining primary transaction data related to the primary transaction, the primary transaction data including at least data representing an identity of the user and data representing a geographic position of the user,

utilizing the identity of the user to obtain at least a further data element related to the user,

utilizing at least in part the geographic position of the user, the at least further data element, and the identity of the user to determine the at least one offer for the item in real time with the primary transaction, and

offering the item to the user.

22. (Original) The method of claim 21 wherein the electronic communication device is a wireless device.

23. (Original) The method of claim 22 wherein the wireless device is a wireless phone.

24-33 (Withdrawn).

34. (Withdrawn).

35. (Withdrawn).

36. (Original) The method of claim 21 wherein the offer comprises a coupon.

37. (Withdrawn).

38. (Withdrawn).

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39. (Previously amended) The method of claim 21, further comprising contacting the user via the electronic communications device to offer the at least one item to the user.

40. (Previously amended) The method of claim 21 wherein the determination of the at least one offer is subject to negative decision criteria.

41. (Withdrawn).

42. (Original) The method of claim 21 wherein the offer is made orally to the user.

43. (Original) The method of claim 21 wherein the offer is made visually to the user.

44. (Previously amended) The method of claim 21, wherein obtaining primary transaction data includes obtaining a geographic identifier representing the geographic position of the user.

45. (Previously amended) The method of claim 44, wherein obtaining the geographic identifier includes obtaining data from a carrier associated with the electronic communications device.

46. (Previously amended) The method of claim 44, wherein obtaining the geographic identifier includes obtaining data from a network associated with the electronic communications device.

47. (Previously amended) The method of claim 44, wherein obtaining the geographic identifier includes obtaining ANI data from a carrier associated with the electronic device.

48. (Previously amended) The method of claim 44, wherein obtaining the geographic identifier includes obtaining the geographic identifier directly from the user.

49. (Previously amended) The method of claim 44, wherein obtaining the geographical identifier includes entering the geographic identifier by an operator.

50. (Previously amended) The method of claim 21, wherein offering the at least one item includes offering at least one item related to an entity that is geographically local to the user.

51. (Withdrawn).

52. (Withdrawn).

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53. (Withdrawn).

54. (Withdrawn).

55. (Withdrawn).

56. (Withdrawn).

57. (Withdrawn).

58. (Withdrawn).

59. (Withdrawn).

60. (Withdrawn).

61. (Withdrawn).

62. (Withdrawn).

63. (Withdrawn).

64. (Withdrawn).

65. (Withdrawn).

66. (Withdrawn).

67. (Withdrawn).

68. (Previously amended) A method for providing at least one offer of an item, the item including at least one of a good and a service, utilizing an electronic communications device enabling communication between an offeror and a user of the electronic communications device, comprising at least the following:

establishing communication via the electronic communications device between the offeror and the user to enable the user at least to initiate a primary transaction therebetween relating to at least one of a specific good and a specific service,

obtaining primary transaction data related to the primary transaction, the primary transaction data including at least data representing an identity of at least one of the specific good and the specific service and data representing a geographic position of the user,

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obtaining at least a further data element related to the user,  
utilizing at least in part the geographic position of the user and the at least  
further data element to determine the at least one offer for the item in real time  
with the primary transaction, and  
offering the item to the user.

69. (Previously amended) The method of claim 68, wherein obtaining primary transaction data includes obtaining data representing an identity of the user.

70. (Currently amended) The method of claim 68, wherein obtaining at least a further data element includes obtaining the further data element based at least in part on data representing an identity of the user.

71. (Currently amended) The method of claim 68, further comprising utilizing at least in part data representing an identity of the user to determine the at least one offer ~~utilizing the data representing the identity of the user.~~

72. (Withdrawn).

73. (Withdrawn).

74. (Withdrawn).

75. (Currently amended) The method of claim 68, wherein offering the item to the user includes offering an item determined at least in part by ~~to determine the at least one offer~~ utilizing the data representing an ~~the~~ identity of the user.

77-197. (Withdrawn).